

Professional and Managerial Branch
Miscellaneous Professional Group
Public Affairs Series

MARKETING & CUSTOMER RELATIONS COORDINATOR

01/05 (LBT)

General Purpose

Under general direction, plan, coordinate and manage the community relations, public information and marketing efforts for a program or department within the City.

Typical Duties:

Plan, develop and implement community outreach programs for assigned department. Involves: Promote existing services through various media including news releases, flyers, posters, television spots, and other venues. Conduct research through focus groups, surveys and other means to assess community needs and evaluate effectiveness of programs. Conduct public outreach through instruction and by participating in public meetings, visiting civic organizations, schools, businesses and other entities. Serve as liaison to community groups and organizations. Develop and implement special events designed to promote new services and programs.

Create, implement and market new programs and services. Involves: Develop marketing plan for new programs and services. Oversee the design and layout of in-house and outsourced advertising and promotion materials. Define approach strategies and develop materials for new proposals. Researches, receives and analyzes market data to recommend development of new services and plans for increased market penetration. Analyze customer expectations in support of new product/service development. Evaluates market reactions to advertising programs to ensure the timely adjustment of market strategy and plans to meet changing market and competitive conditions.

Manage and respond to news media and customer inquiries, comments and complaints. Involves: Act as department spokesperson. Serve as liaison between department staff and the media. Coordinate media coverage of special events. Provide requested information as appropriate and in accordance with Freedom of Information protocols. Research, resolve and respond to customer complaints. Serve as spokesperson for department in cooperation with department head. Prepare and deliver presentations to a variety of groups. Coordinate department events such as promotions.

Compose, develop and distribute public announcements. Involves: Prepare and distribute news releases, brochures and other promotional materials. Compose radio and television presentations. Respond to public complaints. Oversee the design and layout of in-house and outsourced promotional, instructional and advertising materials, including graphics and signage. Develop website material. Write speeches, special reports and letters. Organize and maintain archives and reference materials.

Supervise assigned personnel and manage outreach budget. Involves: Schedule, assign, set standards for and review work. Appraise employee performance. Provide for training and development. Enforce personnel rules and regulations and work behavior standards firmly and impartially. Prepare or assist in preparation of annual budget request within proposed program. Develop bid specification criteria for contract programs. Monitor and approve operating expenses.

Knowledge, Skills, and Abilities

- Considerable knowledge of public outreach and customer relations principles and practices.
- Considerable knowledge of correct English usage, grammar, spelling, punctuation and vocabulary.
- Good knowledge of promotional material development and presentation techniques.
- Good knowledge of public news media management techniques.
- Good knowledge of training and education techniques.
- Good knowledge of computers and business software related to marketing and public outreach.
- Some knowledge of supervisory techniques.

- Some knowledge of pertinent Texas freedom of information laws.
- Some knowledge of budget development and control practices and procedures.
- Ability to plan, prepare and implement public outreach and marketing strategies.
- Ability to establish and maintain effective working relationships with co-workers, officials, news media, customers and the general public.
- Ability to provide clear and concise oral and written communication to prepare and present marketing and promotional programs.

Other Job Characteristics

- Some positions require frequent driving through City traffic.
- Some positions require regular callback after scheduled work hours.

Minimum Qualifications

Education and Experience: Equivalent to a combination of a Bachelor's degree in business administration, marketing, public relations, journalism, communications, social/behavioral science or related field, and three (3) years professional public information, marketing or customer relations program experience.

Licenses and Certificates: Some positions may require a Texas Class "C" Driver's License or equivalent from another state.

Human Resources Director

Department Head

Department Head